



ACR+

www.acrplus.org

ASSOCIATION
OF CITIES
AND REGIONS
FOR RECYCLING
AND SUSTAINABLE
RESOURCE
MANAGEMENT

Role of waste prevention campaigns: best practices from local authorities

Study Tour on Waste Management

LAF 50594

Philippe Micheaux Naudet, ACR+, Thursday 29 November 2012



www.acrplus.org

ACR+: an international network of public actors active in waste and sustainable consumption matters

95 members

23 countries

1400 local and regional authorities

You are welcome to join us!

Technical reports

Conferences & workshops

Campaigns & projects

News & information

Follow up & input EU legislation

More information: www.acrplus.org

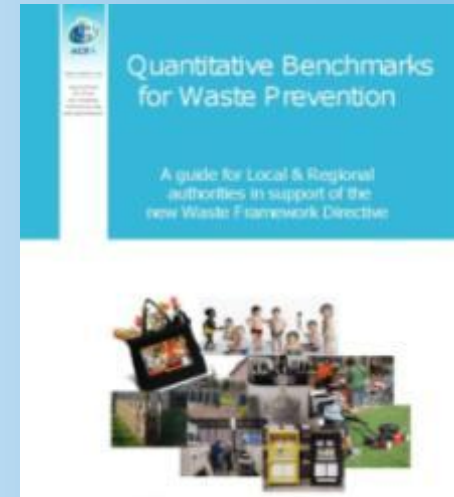
Study Tour on Waste Management, LAF 50594, 29 November 2012



www.acrplus.org

ACR+ activities on waste prevention

- **Waste prevention database**
 - ▶ Quantitative approach
 - ▶ About 40 cases so far; more are to be included in the coming months
- **Benchmarks (-100kg / -15%)**
- **Projects and campaigns**
 - ▶ Waste prevention
 - ▶ Sustainable consumption and production
 - ▶ Waste management capacity building
- **Training expertise**
 - ▶ Training of municipality representatives and waste managers on waste prevention planning
- **Knowledge sharing**
 - ▶ Studies, reports and news





www.acrplus.org

1. A little bit of context
2. Is it possible to reduce waste?
3. Some European projects and good practices



www.acrplus.org

1. A little bit of context



www.acrplus.org

**Waste prevention
is not recycling**

A little bit of context: What is waste prevention?

Directive EC/2008/98 (“Waste Framework Directive”)

Article 3:

- Measures taken before waste is created
 - ▶ Strict avoidance (e.g. promoting tap water)
 - ▶ Reduction at source (e.g. home composting)

- Including reuse (e.g. flea markets)

- Quantitative and qualitative
 - ▶ adverse impacts of generated waste
 - ▶ content of harmful substances in the waste





www.acrplus.org

A little bit of context: Why addressing waste prevention?

European Legal provisions

→ Waste management hierarchy – Art. 4

- ▶ Priority order in legislation and policy
- ▶ Waste prevention is the first priority



→ National waste prevention programmes – Art. 29

- ▶ By 12 December 2013
- ▶ Local waste prevention programmes for implementing national plans

→ Promotion of re-use of products and preparation for re-use – Art. 11

- ▶ Re-use centers (social economy at local level)



www.acrplus.org

A little bit of context: Why addressing waste prevention?

Economic and environmental costs

→ Waste collection and management

- ▶ Facilities and service
- ▶ The collectivity has to pay for the costs



→ Greenhouse gas emissions

- ▶ Lifecycle of products
- ▶ Methane from landfills
- ▶ CO₂ from trucks collecting waste
- ▶ CO₂ from incineration plants and other waste management plants





www.acrplus.org

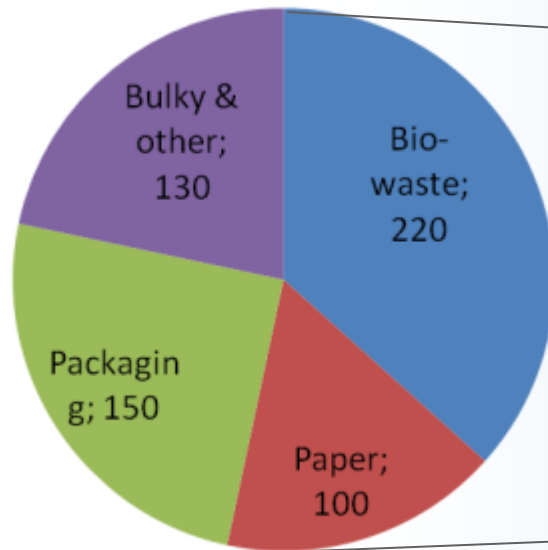
2. Is it possible to reduce waste?



www.acrplus.org

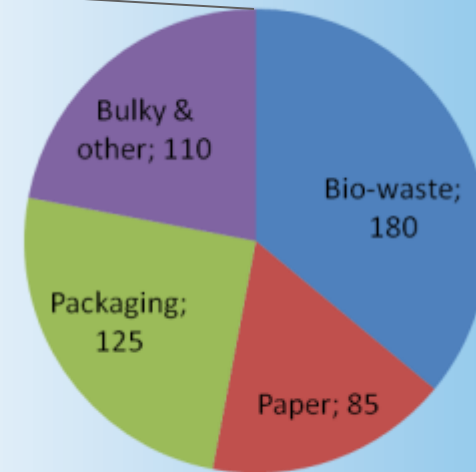
ACR+ -100 kg benchmark: Examples show that it is possible

Waste generation EU 15 in kg/inh/y



600 kg/inh/y
in the
Netherlands,
Austria, etc.

Waste generation EU 15 in kg/inh/y (with prevention)



**-100 kg or
-15%**

600 kg/inh/y

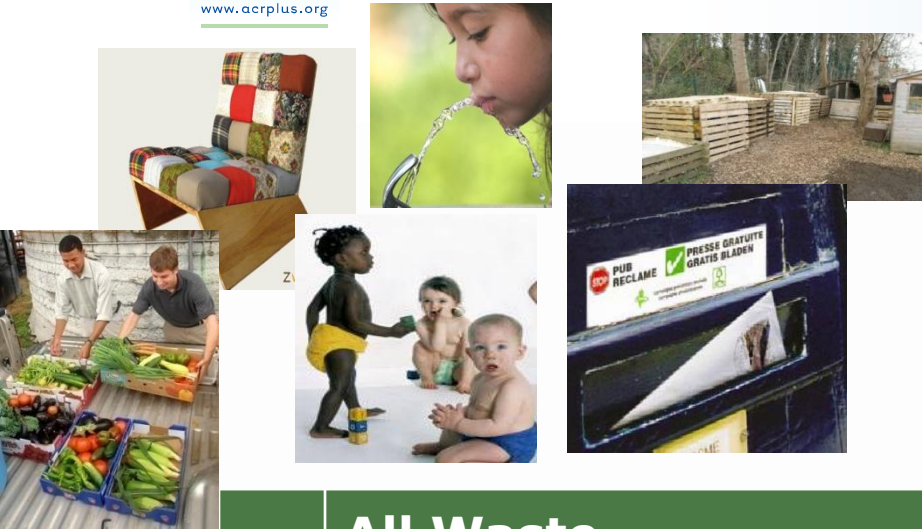


500 kg/inh/y



www.acrplus.org

ACR+ -100 kg benchmark: Examples show that it is possible



	Waste generation (kg/inh./y)	Potential waste quantitative benchmark (kg/inh./y)
All Waste	600	100
→ Bio-waste	220	40
→ Paper waste	100	15
→ Packaging waste	150	25
→ Bulky & other waste	130	20



www.acrplus.org

ACR+ -100 kg benchmark: Examples show that it is possible

Bio-waste



		Bio-waste generation (kg/inh./y)	Potential bio-waste quantitative benchmark (kg/inh./y)
1	Bio-waste	220	40
	→ Green scaping		10
	→ Smart gardening		10
	→ Smart food consumption		10
	→ Home, community & on-site composting		20



www.acrplus.org

ACR+ benchmarks for bio-waste

EX: GREEN SCAPING & SMART GARDENING

Province of Vlaams Brabant (Belgium)
... slow growing grass

40% less mowing,
50% less clipping

**EU
BENCHMARK
-10 kg**

EX: ACT AGAINST FOOD WASTAGE (food = 20-30% of total CO2 emissions)

Oporto Region-Lipor (Portugal)
... serving the right portion

20-25kg less per
restaurant/day

**EU
BENCHMARK
-10 kg**

EX: COMPOSTING AT SOURCE (individuals, neighbourhood, green areas)

Rennes Metropole (France)
... community composting

93kg less per hhd/year

**EU
BENCHMARK
-20 kg**



www.acrplus.org

ACR+ -100 kg benchmark: Examples show that it is possible

Paper waste



	Paper waste generation (kg/inh./y)	Potential paper waste quantitative benchmark (kg/inh./y)
Paper Waste	100	15
→ Reducing unwanted and unaddressed mail		4
→ Encouraging dematerialisation through ICT		9
→ Reducing kitchen, tissue and towel paper		2



www.acrplus.org

ACR+ benchmarks for paper waste

EX: REDUCING UNWANTED MAIL

Dogliany (Italy)
...no junk mail sticker

Less than 4 kg/inh/year

**EU
BENCHMARK
-4 kg**

EX: ENCOURAGING DEMATERIALISATION

London Boroughs (UK)
... education campaign in schools

50% less

**EU
BENCHMARK
-9 kg**



www.acrplus.org

ACR+ -100 kg benchmark: Examples show that it is possible

Get rid of
one way
packaging



Packaging waste

	Packaging waste generation (kg/inh./y)	Potential packaging waste quantitative benchmark (kg/inh./y)
Packaging Waste	150	25
→ Encourage refillable/returnable bottles		12
→ Promoting tap water		2
→ Encouraging reusable bags		1
→ Fighting excess packaging		10



ACR+

www.acrplus.org

ACR+ benchmarks for packaging

EX: ENCOURAGING REFILLABLE/RETURNABLE PACKAGING

Gipuzkoa (Spain)
... refillable glass bottles

20%
reduction

**EU
BENCHMARK
-12 kg**

EX: PROMOTING TAP WATER

Brussels Region (Belgium)
... water fountains in schools

40%
reduction

**EU
BENCHMARK
-2 kg**

EX: FIGHTING EXCESSIVE PACKAGING

Munich (Germany)
... ban on disposable crockery

95% reduction
during events

**EU
BENCHMARK
-10 kg**



www.acrplus.org

ACR+ -100 kg benchmark: Examples show that it is possible

Bulky waste



	Bulky waste generation (kg/inh./y)	Potential bulky waste quantitative benchmark (kg/inh./y)
Bulky waste	130	20
→ Promote textiles waste prevention		4
→ Promote furniture, WEEE, toys and other bulky waste prevention		13
→ Fight against unnecessary buying		3



www.acrplus.org

ACR+ benchmarks for bulky waste

EX: PROMOTING TEXTILE WASTE PREVENTION

Catalonia (Spain)

... reusing clothes through Roba Amiga project

40%
reusable

**EU
BENCHMARK
-4 kg**

EX: PROMOTING WEEE PREVENTION

Vienna (Austria)

... repair centers

25% of WEEE
diverted

**EU
BENCHMARK
-13 kg**



www.acrplus.org

3. Some European projects and good practices



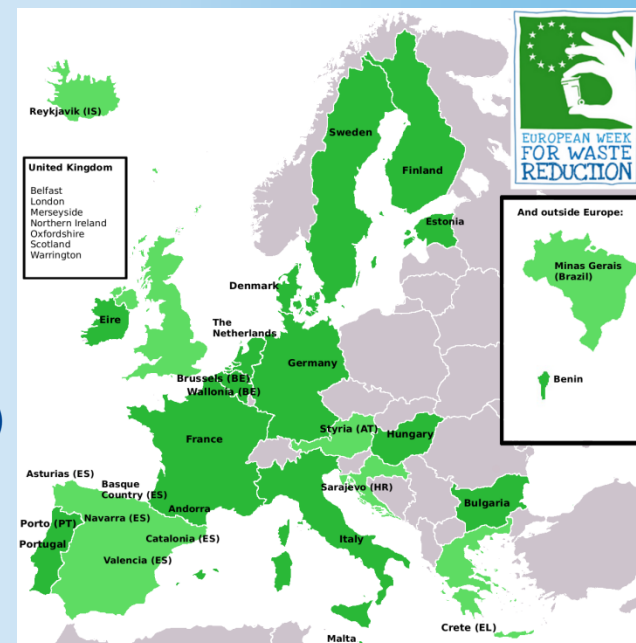
www.acrplus.org

The European Week for Waste Reduction

16-24 NOVEMBER 2013 !



- **Awareness raising on waste prevention**
 - More than 10,000 actions registered in 2012
 - Ideas, tips and methodologies
 - Awards highlighting the best actions
- **Multiple levels involved**
 - LIFE+ programme (launch of EWWR in 2009), European partnership, Technical Secretariat (ACR+)
 - National, regional or local coordinators (decentralised approach)
- **For European citizens**
 - in the office, at school, in shops, etc.



www.ewwr.eu





www.acrplus.org

The European Week for Waste Reduction

Some EWWR actions in pictures





www.acrplus.org

The European Week for Waste Reduction



Some good practices: “Welcome to Poubellec’h”, France

- EWWR 2009 awards winner (Jury’s favourite)
- Initiator/coordinator: Communauté des communes de la Presqu’île de Crozon
- Description: An educational game designed to raise awareness among Crozon’s inhabitants about actions that lead to the production of less waste





www.acrplus.org

The European Week for Waste Reduction



Some good practices: “Waste Watchers”, Spain

- EWWR 2010 awards winner (Jury’s favourite)
- Initiator/coordinator: AERESS / RREUSE
- Description: Pan-European initiative, which consists in collecting old items no longer wanted by their owners and reselling them in reuse centres that weigh and communicate the amount of items they sell, i.e. the amount of waste avoided





www.acrplus.org

The European Week for Waste Reduction

16-24 NOVEMBER 2013 !



What can be done?

→ Be an **Organiser** in areas where there is no one:

- ▶ If you are a public authority or have a mandate from a public authority

→ Be a **Project Developer**:

- ▶ Refer to the national/regional Organiser
- ▶ Use expertise of previous years (good practices and case studies)
- ▶ Every action is important. Let your imagination work!

→ Stay informed:

- ▶ Subscribe to the [EWWR newsletter](#)
- ▶ Results of [EWWR 2009-2012](#), guide of [good practices](#), action [database](#), etc.

www.ewwr.eu and [Facebook page](#)



www.acrplus.org

Pre-waste



- 3-year INTERREG project (2010-2012)
- 10 partners in Europe (public authorities and waste management experts)
- **To help local and regional authorities improve their waste prevention policies:**
 - ▶ **Guidelines** for planning, implementing and monitoring regional waste prevention policies
 - ▶ **20 best examples of actions for waste prevention** implemented in the European Union by local or regional authorities
 - ▶ a **web tool that enables assessment and monitoring** of waste prevention actions
- Dissemination of results during the Final conference in Brussels on 7 November 2012
- More information: www.prewaste.eu



www.acrplus.org

Pre-waste



Some Pre-waste good practices: Anti-advertising sticker (stop-pub) with legal backing, Belgium



- Waste fraction: Paper - unwanted advertisement and/or free newspress
- Initiator/coordinator: Brussels Environment – IBGE
- Description:
 - ▶ Since 1999, a sticker is available for the mailbox of Brussels residents by which they can **choose not to receive unaddressed advertisements and/or free newspapers**.
 - ▶ The sticker received legal backing through a regional regulation, which entitles individuals to **file a complaint if they receive unwanted advertising and/or newspapers** in their mailbox despite having placed the sticker.



www.acrplus.org

Pre-waste



Some Pre-waste good practices: "Library" for borrowing clothes (Lånegarderoben), Sweden

→ Waste fraction: Textile

→ Initiator/coordinator:
Culture association: KREATIVITET

→ Description:

- ▶ Borrowers wardrobe that opened in 2010 in Stockholm, where you **borrow clothes instead of books**.
- ▶ Membership fee of approx 50 Euros entitles to borrow **1-3 articles for three weeks**. Washing instructions are included to avoid mistakes...





www.acrplus.org

Pre-waste



Some Pre-waste good practices:

A guide for repairing, selling and reusing goods, France

- Waste fraction: Several (EEE, clothing, furniture, DIY, etc.)
- Initiator/coordinator: Rennes Métropole
- Description:

- ▶ **inventory of every actors** on the territory that can help giving a second life to a product (repairing shop, renting, resale...) has led to **printed guides** & an **online guide**.
- ▶ Several parameters of research: type of object, type of action (to buy, to give away, to have something repaired...) or location.





www.acrplus.org

Miniwaste



- 3-years LIFE+ project (2010-2012) to demonstrate efficient actions and methods to reduce the generation of bio-waste (food waste, green waste) in cities
- The main outputs:
 - ▶ Inventory of 10 **detailed good practices** (with indicators)
 - ▶ Home, community and on-site composting
 - ▶ Fight against food waste
 - ▶ Closed loop gardening
 - ▶ Reuse
 - ▶ **Monitoring / assessment methodologies** and **computerised tool**
 - ▶ **Demonstration actions** in partners area
- Dissemination of results during the final conference on 20-21 November 2012 in Rennes

www.miniwaste.eu





www.acrplus.org

Miniwaste



Some Miniwaste good practices: Home composting: Kent (UK)

- Target: 18,500 tonnes from 103,000 bins sold. Minimum 250 active compost advisors.
- Initiative involving stakeholders at early stage, identifying targets (schools), relying on urban characteristics (gardens) and in collaboration with national networks (WRAP, etc.)
- Instruments: Restrictions in collection facilities; Subsidies; On the job training; Information.





www.acrplus.org

Miniwaste



Some Miniwaste good practices:

Closed loop gardening: Flanders (Belgium)

→ Target: 42% of citizens participate actively in home composting and 25% of skilled citizens practicing home composting (treating at least half of their bio-waste) in 2015



→ Comprehensive approach to reduce green waste (grass cycling, greenscaping and composting)

→ Instruments: PAYT, cooperation agreements between region and municipalities, training and support from 'Master composters' and active home composters, demonstration and communication activities, subsidies to municipalities for compost bins



www.acrplus.org

Miniwaste



Some good practices: “Love Food Hate Waste” campaign, UK

- Initiator/coordinator: WRAP
- Description: national campaign / local implementation to raise awareness on food wastage reduction (branding, cooking demonstrations, trainings, collaborative website, etc.)
- Involvement of public authorities, retailers and citizens

and save up to
£50
a month





ACR+

www.acrplus.org

Waste less in Chianti



→ 3-years LIFE+ project (2011-2013) to reduce:

- ▶ municipal waste sent to landfill or incineration by **15% in 5 years**
- ▶ municipal waste production by **100 kg/inhabitant by 2020** (-15% compared with 2007)
- ▶ CO2 emission produced in the Chianti territory

→ Project actions:

- ▶ Implementation of a **waste prevention and reduction program** in the Chianti territory
- ▶ Evaluation of the effectiveness of the integrated program through the development of a **monitoring tool**
- ▶ Establishment and consolidation of a **local stakeholders pool**
- ▶ **Communication** and dissemination of the project results

www.wasteless-in-chianti.it





www.acrplus.org

Thank you for your attention!

Contact:

Philippe Micheaux Naudet

pmn@acrplus.org

www.acrplus.org